

Creating a Poster Presentation



What is a Poster?

- A poster combines text and graphics to present a study or project in visually appealing, succinct format
- A method to display work and talk to/receive feedback from interested viewers

Overall Formatting Tips

- In general, information flows from left-to-right and top-to-bottom within several columns
- Suggested font sizes: 36 to 48 for text; 72 or bigger for titles
- Use a sans-serif font like Verdana, Ariel, or Tahoma (not Times New Roman); use 1-2 fonts max on the poster
- Use professional graphics and clear, non-pixelated pictures
- Make main points easy to find using bullets or numbers; avoid underlining text
- Ask someone to review/edit
- Print a 8.5x11" version to preview the overall look/layout

PARC – Poster Design Elements

Proximity	Alignment	Repetition	Contrast
<ul style="list-style-type: none"> • Create a relationship among related pieces of information • Group items relating to each other together or visually connect in some way 	<ul style="list-style-type: none"> • Create order and organization; align elements to create a visual connection • Use visible or invisible lines to line up headings or text boxes 	<ul style="list-style-type: none"> • Create consistency, strengthen a design, tie elements together • Create consistency through colors, fonts, patterns e.g. using a consistent color for headings 	<ul style="list-style-type: none"> • Create differences; juxtaposition of opposing elements • Use contrast in colors, shapes, sizes and space (including white space) to emphasize or highlight elements

Keep in Mind

1. **Clarity of content** – decide on a small number of key points that you want viewers to take away
2. **Visual interest** – design the poster for viewers to notice and take interest in your project
3. **Elevator Speech** - prepare a brief overview of the poster; provide more information if viewers are interested
4. **Network** - get to know your fellow presenters
5. **Business Cards** – bring business cards to hand out

Poster Checklist

- Is the title clear, descriptive, innovative?
- Can you read the poster from a distance of four (4) to six (6) feet?
- Is the poster clean, sophisticated looking?
- Is the poster free from grammar, spelling errors, and long paragraphs; are acronyms explained?
- Does the poster provide enough information to the viewer to describe the work and make sense?
- Are the poster guidelines (e.g. size and mounting requirements) followed?

For consultation, contact Research and EBP Team through Center Station Hub (click [HERE](#))

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